

Fredricks, Monique K (DOH)

From: Kellington, Mary E (DOH)
Sent: Wednesday, August 29, 2018 3:51 PM
To: McBride, Dorothy F (DOH); Mikesell, Tracy L (DOH); Ramirez, Kari A (DOH); Oakes, Carol (DOH)
Subject: RE: SRA - My Choices and Obria Medical Clinics

Oh yes. This is a well crafted machine. Very careful word choices, like “viable” etc.

They say noncoercive, but their wording on website and organizational mission, etc. show otherwise.

Mary Kellington

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Gender Pronouns: she/her



From: McBride, Dorothy F (DOH)
Sent: Wednesday, August 29, 2018 3:48 PM
To: Kellington, Mary E (DOH) ; Mikesell, Tracy L (DOH) ; Ramirez, Kari A (DOH) ; Oakes, Carol (DOH)
Subject: RE: SRA - My Choices and Obria Medical Clinics

Slick....and make no mistake, the Obria group is also all about business – capturing market share (and shhhhhh....making \$)

Brand Recognition

For the first time since legalized abortion, life-affirming clinics can join a unified, national trademarked brand that stands for life-affirming medical care as an alternative to abortion providers.

expanding scope of services

We provide guidance in expanding medical services and ensuring the best practices in medical operations. This includes technical assistance for accreditation with the Accreditation Association for Ambulatory Health Care, Inc.

INCREASED PATIENT TRAFFIC

Our national patient marketing program directly targets abortion-minded women and offers multiple channels of communication for live chat and telemedicine to patients. Obria’s TelemedicinePX is the first of its kind, connecting potential patients to an Obria medical professional via Live Text Chat, Video Chat, email, or phone.

increased revenues & financial sustainability

We are developing a system to diversify funding sources through medical billing practices that take full advantage of the Medicaid expansion and implementation of healthcare marketplaces.

This is a description of an Obria clinic and services. I am VERY concerned that this is exactly the kind of place that would be eligible for TX money, with rule changes:

From the business

Specialties

Obria Medical Clinics are fully-licensed community care clinics. Your health and well-being are important to everyone at Obria Medical Clinics. Our highly trained staff is here to offer you a safe place to ask questions and get answers. Call for a confidential appointment or schedule online.

History

Established in 1981.

Obria began as a center to help women facing unplanned pregnancies and empower them with information they needed to make an informed decision about their pregnancy. Today, Obria Medical Clinics are licensed reproductive health centers offering sexual health services, including pregnancy tests, ultrasounds, STD testing and treatment, HIV testing, prenatal (pregnancy) care, well-woman exams (pap), free parenting classes, health education, and community resource referrals.

There are two Obria Medical Clinics PNW – in Port Angeles and Sequim. Here's what they have to say about their "abortion services"

Our trained medical staff is available to discuss any questions you may have regarding an abortion in Sequim, barriers to continuing a pregnancy, abortion procedures, costs, and risks associated with abortion.

Available abortion options include chemical abortion ("abortion pill"), and surgical abortion. The type of abortion performed depends mainly on your health history and how far along you are in your pregnancy.

Oh....and at the very end of the page:

Please note that we do not provide nor refer for abortions.

From: Kellington, Mary E (DOH)

Sent: Wednesday, August 29, 2018 1:26 PM

To: Mikesell, Tracy L (DOH) <tracy.mikesell@doh.wa.gov>; Ramirez, Kari A (DOH) <Kari.Ramirez@doh.wa.gov>; Oakes, Carol (DOH) <Carol.Oakes@DOH.WA.GOV>; McBride, Dorothy F (DOH) <dorothy.mcbride@doh.wa.gov>

Subject: RE: SRA - My Choices and Obria Medical Clinics

This is a pretty slick website and organization.

[Obria](#) is a national anti-abortion healthcare brand. *"The goal is to provide an alternative healthcare model to break the relationship our patients currently have with the large abortion clinics by offering women compassionate, holistic, life-affirming healthcare, ultimately changing lives and the culture one woman at a time."* Founded by [Kathleen Eaton](#).

They have some kind of amazing writers working for them. They talk a lot about client dignity and applaud client's ability to make their own decisions....then wedge in other stuff:

They offer pre-abortion screening (including ultrasound), [abortion reversal](#), after abortion emotional healing, their page on birth control methods recommends that you speak with a medical professional before using EC and says it is important to confirm you are not pregnant first.

Sneaky, slick

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From: Mikesell, Tracy L (DOH)
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Subject: RE: SRA - My Choices and Obria Medical Clinics

Interesting...

From: Ramirez, Kari A (DOH)
Sent: Wednesday, August 29, 2018 12:36 PM
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Subject: SRA - My Choices and Obria Medical Clinics

Interesting to see who is sponsoring the SRA training in Federal Way. Hmm seems they want you to stay onsite with providing food and lodging. YIKES

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